



News Release

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CHECKPOINT SYSTEMS NAMES PRASAD PUTTA GENERAL MANAGER OF OATSYSTEMS, ITS RFID SOFTWARE DIVISION

Dr. Sanjay Sarma joins Checkpoint Innovation Council

THOROFARE, NJ – September 17, 2008 -- Checkpoint Systems, Inc. (NYSE: CKP), today announced that Prasad Putta, co-founder and former head of business development for the company, has been named vice president and general manager of OATSystems, which Checkpoint acquired in June 2008.

In this role, Mr. Putta is responsible for leading OATSystems' strategy and operations in its new structure as a division of Checkpoint Systems. He was instrumental in establishing the company's initial vision, recruiting the management team in support of that vision, developing key strategic partnerships, and serving in a leadership role in growing the company to over 100 customers worldwide and a dominant position in the RFID industry.

"Prasad is highly respected in the RFID industry and has tremendous experience at OAT via his long-standing executive roles there," said Rob van der Merwe, president and chief executive officer, Checkpoint Systems, Inc. "We are very pleased and proud to have him lead this important division."

"I am excited to continue to work with the team we have built over the last seven years to fulfill OATSystems' mission to provide value-based solutions to retail, consumer product,

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and industrial manufacturing customers,” commented Mr. Putta.. “Together with Checkpoint, we provide a differentiated, complete, and compelling solution to our retail and apparel customers. In addition, we continue to build our existing strategic partnerships to drive growth in the industrial asset tracking and retail markets.”

Checkpoint also announced that Dr. Sanjay Sarma, who was OATSystems’ co-founder and chief scientist, has been retained as Checkpoint technology advisor and a member of the Checkpoint Innovation Council. Dr. Sarma is a recognized leader in the RFID industry, having co-founded the MIT Auto-ID center that is dedicated to developing and promoting global industry standards enabling organizations to put RFID to work easily and cost effectively. He is also a board member of EPC Global, which develops the electronic product code standards that are driving worldwide adoption of RFID. In his role on the Innovation Council, Dr. Sarma will help lead Checkpoint’s innovation strategy across all of its operations.

“We are honored and very pleased to have Dr. Sarma’s expertise and thought leadership on the Innovation Council,” continued van der Merwe. “This is yet another way in which our new relationship with OATSystems is strengthening our entire organization.”

About Checkpoint Systems, Inc.

Checkpoint Systems, Inc. is the leading supplier of retail shrink management solutions. Checkpoint's global team helps retailers - and their suppliers - reduce theft, increase inventory visibility and provide consumers with greater merchandise availability through the company's rapidly evolving RF technology, expanding shrink management offerings and Check-Net labeling solutions. Checkpoint has more than one million RF devices installed in stores today and has secured more than 100 billion products. Scaling cost efficiently, Checkpoint's solutions provide increased revenues and profits to a fast-growing community of successful retailers and a superior experience for their consumers. Listed on the NYSE (NYSE: CKP), Checkpoint operates in every major geographic market and employs 3,900 people worldwide. For more information, visit www.checkpointsystems.com.

About OATSystems

OATSystems, Inc. is the recognized radio-frequency identification (RFID) solution leader with software that empowers businesses to achieve competitive advantage and ROI from RFID enabled applications. As a pioneer in developing RFID technology, OATSystems has been setting the standards in RFID for over half a decade and is responsible for industry firsts that include the largest scale and largest scope of deployments, as well as the most innovative approaches to providing enterprise-wide RFID solutions. OATSystems’ multinational client base consists of over 100 customers in retail, consumer packaged goods, consumer electronics, manufacturing, life sciences, aerospace and defense. A division of \$834.2 million Checkpoint Systems, Inc., OATSystems is located in Waltham, MA, and has a development office in Bangalore, India and various direct sales offices and resellers around the globe. To learn more, visit www.oatsystems.com and www.checkpointsystems.com.

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